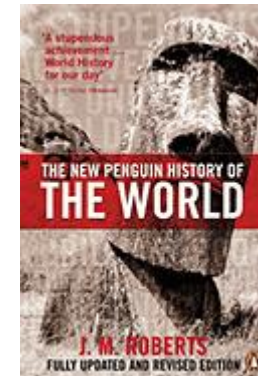
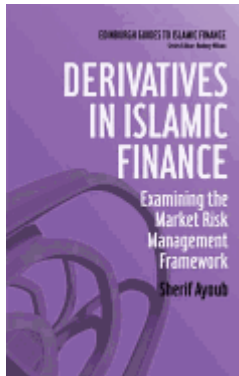
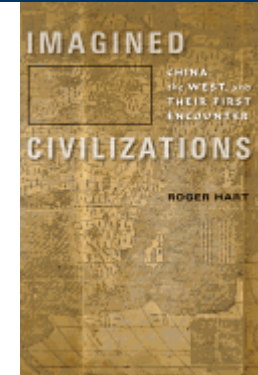
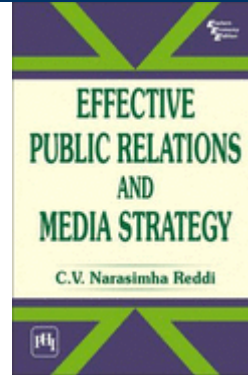
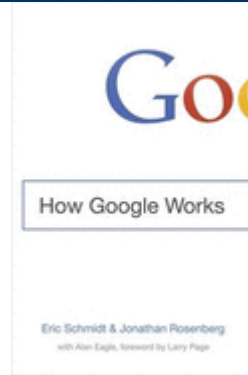
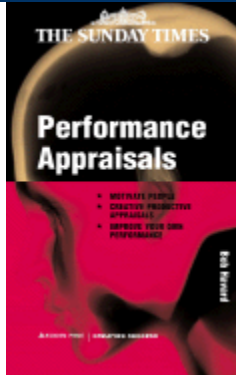
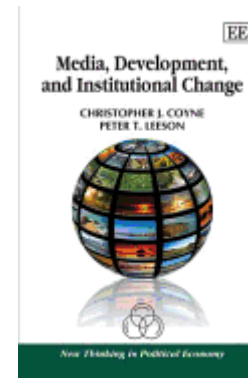
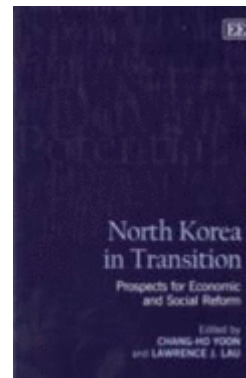
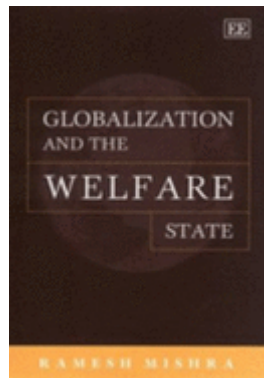
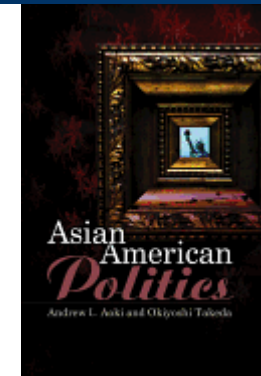
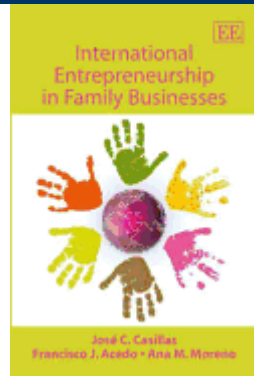


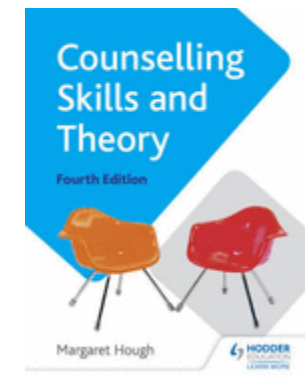
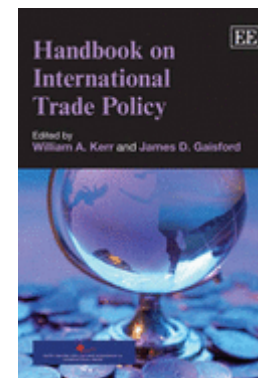
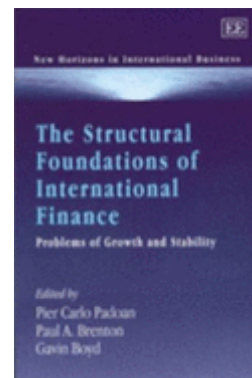
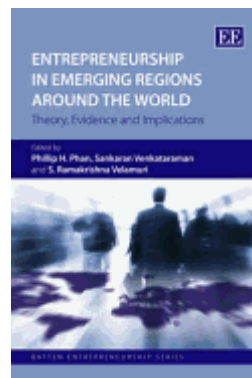
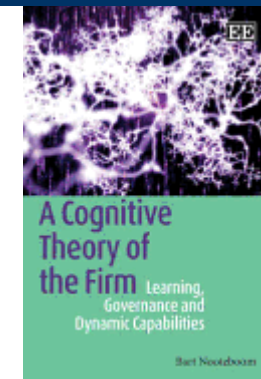
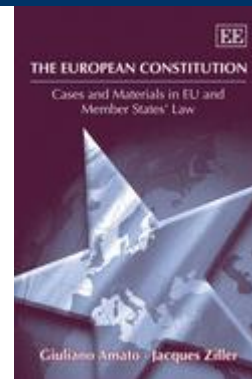
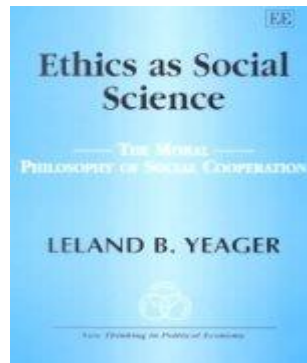
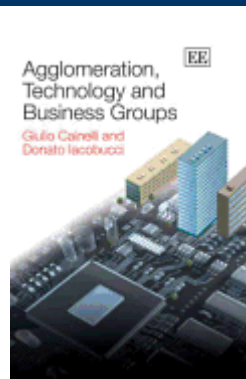
## New Arrivals



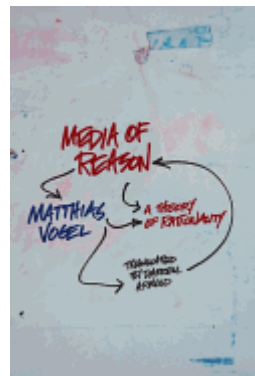
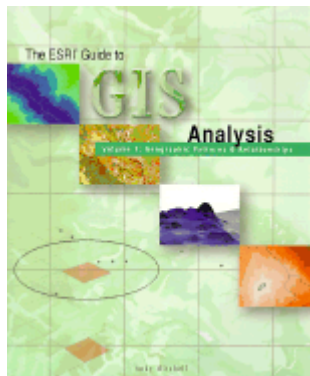
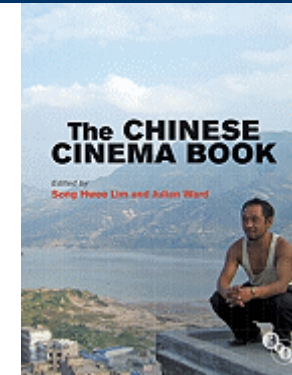
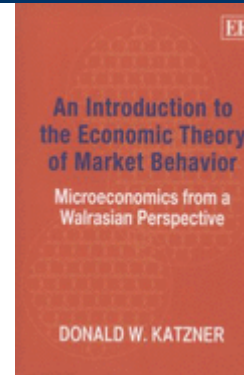
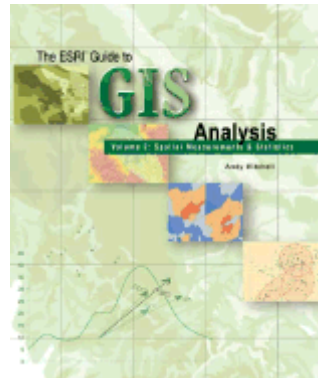
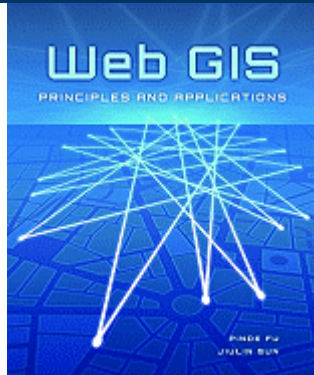
## New Arrivals



## New Arrivals



## New Arrivals



## New Arrivals

*Title* Performance appraisals / by Havard

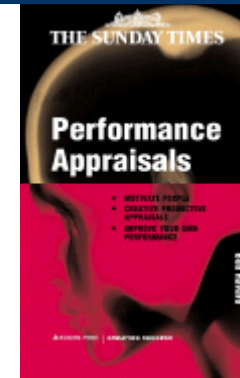
*Imprint* London: Kogan Page, c2001

*Language* English

*Book Location* 658. 3125 HAV- P

*Subject*

*Brief Introduction*



In today's competitive business world, productive feedback is essential to an organization's success. Successful individuals and teams require constructive assessment of their performance and impact if they are to achieve their full potential, but often receive only inadequate appraisals.

## New Arrivals

*Title* How google works / by Schmidt & Rosenberg

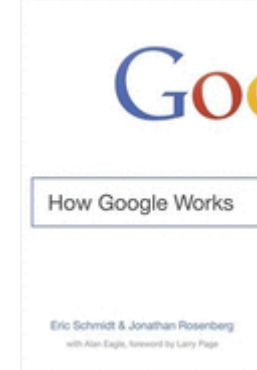
*Imprint* London: John Murray, c2014

*Language* English

*Book Location* 338.761 SCH-G

*Subject*

*Brief Introduction*



Both Eric Schmidt and Jonathan Rosenberg came to Google as seasoned Silicon Valley business executives, but over the course of a decade they came to see the wisdom in Coach John Wooden's observation that 'it's what you learn after you know it all that counts'. As they helped grow Google from a young start-up to a global icon, they relearned everything they knew about management. How Google Works is the sum of those experiences distilled into a fun, easy-to-read primer on corporate culture, strategy, talent, decision-making, communication, innovation, and dealing with disruption. The authors explain how the confluence of three seismic changes - the internet, mobile, and cloud computing - has shifted the balance of power from companies to consumers. The companies that will thrive in this ever-changing landscape will be the ones that create superior products and attract a new breed of multifaceted employees whom the authors dub 'smart creatives'. The management maxims ('Consensus requires dissension', 'Exile knaves but fight for divas', 'Think 10X, not 10%') are illustrated with previously unreported anecdotes from Google's corporate history. 'Back in 2010, Eric and I created an internal class for Google managers,' says Rosenberg. 'The class slides all read 'Google confidential' until an employee suggested we uphold the spirit of openness and share them with the world. This book codifies the recipe for our secret sauce: how Google innovates and how it empowers employees to succeed.'

*Title* Effective public relations and media strategy, 2<sup>nd</sup> ed. / by Reddi

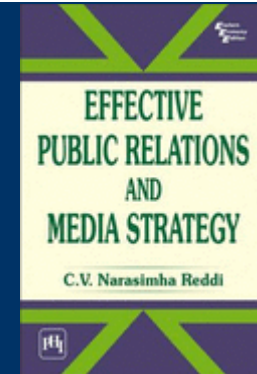
*Imprint* New Delhi: PHI Learning, c2014

*Language* English

*Book Location* 659.2 RED-E

*Subject*

*Brief Introduction*



The book, now in its second edition, aims at equipping the reader with the necessary tools for building a career in public relations and also assisting him or her in becoming an effective Public Relations Manager. The book strives to cater to the different areas of public relations, such as public relations in banks, tourism, NGOs, public transport, municipal government, media, and global public relations.

In this text, Professor Narasimha Reddi compresses within the covers of a single volume his many decades of teaching and professional experience. He gives a masterly exposition of the theory and best practices of the profession.

Divided into six parts, the second edition focuses on the application of Internet and social media in the practice of Public Relations. It contains six new chapters and five new case histories, which are in tune with changing needs, as well as an epilogue projecting Mahatma Gandhi as the world's greatest Public Relations communicator.

The book is primarily intended as a text for students of Public Relations, Journalism, Mass Communication, and Advertising. In addition, it should be of great benefit to the teaching community and public relations practitioners.

## New Arrivals

*Title* Home with God: in a life that never ends / by Walsch

*Imprint* London: Hodder & Stoughton, c2006

*Language* English

*Book Location* 202.3 WAL-H

*Subject*

*Brief Introduction*



Nothing has frightened or fascinated us more than the experience that we call 'death'. Now, in what very well could be the most profound of all his CONVERSATIONS WITH GOD books, bestselling Mobius author Neale Donald Walsch asks the questions that we have all wanted to ask, and receives answers we have all been waiting for, in this deeply moving and highly personal dialogue with Deity. HOME WITH GOD is the definitive spiritual work on death and dying, offering new insights, deep wisdom and peace of mind, for the terminally ill, family members of the dying, hospital and medical professionals, members of the clergy, and everyone encountering death. HOME WITH GOD logically completes Neale Donald Walsch's dialogue with God, exploring the process by which we end our lives here on earth and begin our so-called After Life experience. A book of comfort, hope and surprising revelation, HOME WITH GOD is an astonishing, deeply healing, and reassuring spiritual classic.



## New Arrivals

*Title* Imagined civilization: China the west and their first encounter / by Hart

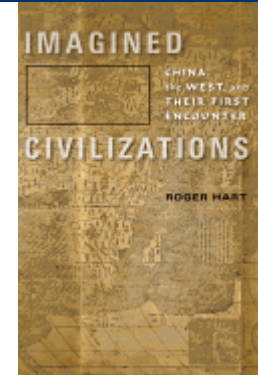
*Imprint* Baltimore: The Johns Hopkins University Press, c2013

*Language* English

*Book Location* 951.02 HAR-I

*Subject*

*Brief Introduction*



Accounts of the seventeenth-century Jesuit Mission to China have often celebrated it as the great encounter of two civilizations. The Jesuits portrayed themselves as wise men from the West who used mathematics and science in service of their mission. Chinese literati-official Xu Guangqi (1562-1633), who collaborated with the Italian Jesuit Matteo Ricci (1552-1610) to translate Euclid's Elements into Chinese, reportedly recognized the superiority of Western mathematics and science and converted to Christianity. Most narratives relegate Xu and the Chinese to subsidiary roles as the Jesuits' translators, followers, and converts. *Imagined Civilizations* tells the story from the Chinese point of view. Using Chinese primary sources, Roger Hart focuses in particular on Xu, who was in a position of considerable power over Ricci. The result is a perspective startlingly different from that found in previous studies. Hart analyzes Chinese mathematical treatises of the period, revealing that Xu and his collaborators could not have believed their declaration of the superiority of Western mathematics. *Imagined Civilizations* explains how Xu's West served as a crucial resource. While the Jesuits claimed Xu as a convert, he presented the Jesuits as men from afar who had traveled from the West to China to serve the emperor.

## New Arrivals

*Title* Derivatives in Islamic finance: examining the market risk management framework / by Sherif

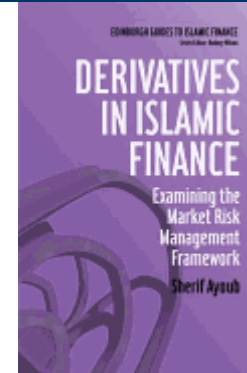
*Imprint* Edinburgh: Edinburgh University Press, c2014

*Language* English

*Book Location* 332.6457091767 SHE-D

*Subject*

*Brief Introduction*



An economic and legal analysis of derivative hedging instruments in Islamic finance. The Islamic finance industry faces the challenging task of attempting to reconcile the risk management demands of business entities with the difficulties posed by the seemingly rigid stance taken by some Shari'ah scholars over hedging practices. Offering a fresh perspective, Sherif Ayoub confronts the challenge by reformulating how we might think about the theorisation of economic matters in the Islamic faith. He also considers the associated perceptions of permissibility that have until now been confined to the legal sphere, with a focus on contractual elements. Ayoub sheds light on the way the Islamic finance industry conceptualises the role of financial instruments. Paying particular attention to derivatives in a market risk management framework that adheres to the objectives of Islamic jurisprudence, readers will come to understand the issues surrounding the avoidance of Riba (usury), Gharar (excessive uncertainty) and Maysir (gambling). It scrutinises the rationale and basis of Shari'ah Resolutions and Standards set by various bodies in the Islamic finance industry prohibiting the use of derivative hedging instruments. It uses economic theory and actual market practices to show the benefits of the contemporary risk management framework. It introduces new topics that are relevant to the discussion including the conceptualisation of money, gambling and financial intermediaries.

## New Arrivals

*Title* After the quake / by Murakami

*Imprint* London : Vision Books, c2003

*Language* English

*Book Location* 895.635 MUR-A

*Subject*

*Brief Introduction*



The economy was booming. People had more money than they knew what to do with. And then the earthquake struck. For the characters in *After the Quake*, the Kobe earthquake is an echo from a past they buried long ago. Satsuki has spent thirty years hating one man: a lover who destroyed her chances of having children. Did her desire for revenge cause the earthquake? Junpei's estranged parents live in Kobe. Should he contact them? Miyake left his family in Kobe to make midnight bonfires on a beach hundreds of miles away. Fourteen-year-old Sala has nightmares that the Earthquake Man is trying to stuff her inside a little box. Katagiri returns home to find a giant frog in his apartment on a mission to save Tokyo from a massive burrowing worm. 'When he gets angry, he causes earthquakes,' says Frog. 'And right now he is very, very angry.' This new collection of stories, from one of the world's greatest living writers, dissects the violence beneath the surface of modern Japan.

## New Arrivals

*Title* The complete novels: the trial America the castle / by Kafka

*Imprint* London : Vintage Books, c2003

*Language* English

*Book Location* 833.912 KAF-C

*Subject*

*Brief Introduction*



In America Karl Rossmann is 'packed off to America by his parents' to experience Oedipal and cultural isolation. Here, ordinary immigrants are also strange, and 'America' is never quite as real as it should be. Kafka, a Czech writing in German, never actually visited America; so, as Max Brod commented, 'the innocence of his fantasy gives this book if adventure its peculiar colour.' Both Joseph K in *The Trial* and K in *The Castle* are victims of anonymous governing forces beyond their control. Both are atomised, estranged and rootless citizens deceived by authoritarian power. Whereas Joseph K is relentlessly hunted down for a crime that remains nameless, K ceaselessly attempts to enter the castle and so belong somewhere. Together these novels may be read as powerful allegories of totalitarian government in whatever guise it appears today.

## New Arrivals

*Title* The dangerous man / by Safi  
*Imprint* Noida : Random House India, c2011  
*Language* English  
*Book Location* 823 IBN-D  
*Subject*



### *Brief Introduction*

The Dangerous Man: Roshi, a prostitute, has always known how to take care of herself until the day she meets a handsome young man called 'Parrot'. Soon she is caught in a spiral of intrigue and she doesn't know who to trust. Who is this 'Parrot'? Will he prove to be her saviour? Or is he the archnemesis?

## New Arrivals

*Title* The new penguin history of the world / by Roberts

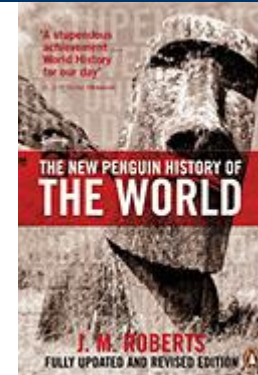
*Imprint* New York: Penguin Books, c2007

*Language* English

*Book Location* 823 IBN-D

*Subject*

*Brief Introduction*



One of the most extraordinary history bestsellers on the "Penguin" list, John Roberts' book has now been updated by Odd Arne Westad to make sure it keeps its amazing appeal to a new generation of readers. 'A stupendous achievement...the unrivalled World History for our day. It extends over all ages and all continents. It covers the forgotten experiences of ordinary people as well as chronicling the acts of those in power. It is unbelievably accurate in its facts and almost incontestable in its judgements' - A. J. P. Taylor, "Observer"

## New Arrivals

*Title* Innovation without patents: harnessing the creative spirit in a diverse world /  
Edited by Suthersanen, Dutfield & Chow

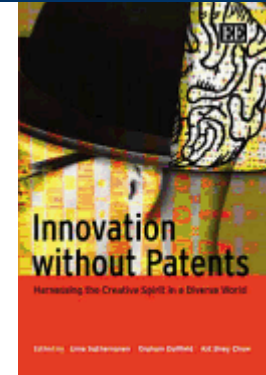
*Imprint* Cheltenham: Edward Elgar, c2007

*Language* English

*Book Location* 346.0486 INN-

*Subject*

*Brief Introduction*



This book is concerned with the extent to which innovations should or should not be protected as intellectual property, and the implications this has upon the ability of local manufacturers to learn to innovate. A question the book considers is how far legal protection should extend to inventions that may only just, or indeed not quite, meet the conventional criteria for patentability, in terms of the level of inventiveness. "Innovation without Patents" offers a thoughtful and empirically rich analysis of the current system in a number of developed and developing countries in the Asia-Pacific. It asks whether such innovations should remain free from patenting, or whether alternative intellectual property regimes should be offered in such cases, and indeed whether the requirements change depending on a country's level of development. This discussion is capped by a number of proposed policy options. The theoretical and practical approaches to intellectual property rights, innovation and development policy formulation make "Innovation without Patents" accessible to academics, national and regional patent offices, national overseas development agencies, NGOs and patent attorneys.

## New Arrivals

*Title* International entrepreneurship in family businesses / by Casillas, Acedo & Moreno

*Imprint* Cheltenham: Edward Elgar, c2007

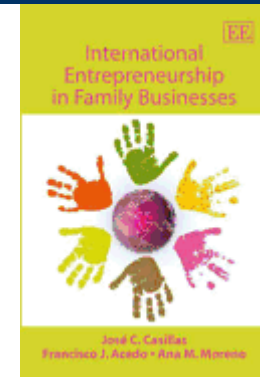
*Language* English

*Book Location* 338.88 CAS-I

*Subject*

*Brief Introduction*

"International Entrepreneurship in Family Businesses" shows that family firms have always been active agents in the global economy and that their participation in the international competitive dynamic will only increase in the coming years. Many of the large multinational firms that dominate today's world markets were family firms, and many of them continue to be. The authors endeavour to offer a holistic, multi-paradigmatic, open and global stance on family firms, which takes into account the particularities of this phenomenon. Their work is an attempt to integrate intensive studies of family business that encompass wide-ranging areas of research including psychology, sociology, organizational behaviour, financial studies, and strategic management. Practical examples and case studies of multinational family firms underpin the exploratory empirical research.





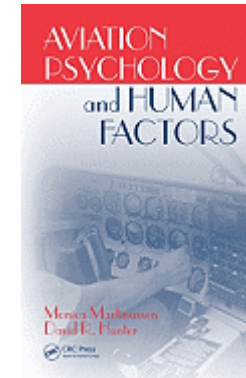
*Title* Aviation psychology and human factors / by Martinussen & Hunter

*Imprint* London: CRC Press, c2010

*Language* English

*Book Location* 155.965 HAR-A

*Subject*



#### *Brief Introduction*

While it is true that fortune favors the prepared mind, in the field of aviation, it may be equally true that misfortune often punishes an unprepared mind. To be fully prepared, pilots must have comprehensive knowledge of weather, aerodynamics, propulsion, navigation, and all the other technical disciplines. However, they must also have a comprehensive understanding of the component that is simultaneously the most fragile and most resilient, the most unreliable and the most adaptable—the human being. Aviation Psychology and Human Factors explores the application of psychological principles and techniques to the specific situations and problems of aviation. It provides a complete overview of the role of psychology in the field of aviation. The authors address the contribution of psychology in the design of aviation systems, the selection and training of pilots, the psychological characteristics of pilots that may relate to aviation safety, and to the behavior of passengers. They cover key concepts of psychological research and data analysis at a depth that fosters a greater appreciation of how these tools are used in the development of new psychological knowledge. A keener understanding of aviation psychology will better prepare pilots for the demands that aviation will make. While many books cover this subject for psychologists, very few, if any present the material to pilots. With balanced coverage that makes the material accessible to both, this book makes pilots aware of the positive impact psychology and its application can have on improving aviation operations, providing specific information that pilots can use in their daily operations. It gives psychologists a better understanding of how their discipline is applied to aviation, while giving pilots the tools to better evaluate and implement future products in the field of aviation psychology.

## New Arrivals

*Title* Technology, globalization and poverty/ by James

*Imprint* Cheltenham: Edward Elgar, c2002

*Language* English

*Book Location* 337 JAM-T

*Subject*

*Brief Introduction*

An examination of the theoretical and empirical interactions between globalization, technology and poverty. Jeffrey James studies the effect of information technology on patterns of globalization and explores how such patterns can be altered to reduce the growing global divide between rich and poor nations. The author first illustrates how the impact of information technology on globalization can be conceptualized in terms of transaction costs, product proliferation and mechanisms of cumulative causation. He finds that globalization tends to benefit a relatively small group of rich individuals, firms and countries. Consequently he suggests policy measures through which information technology can be used to lessen, rather than exacerbate, the digital divide. He goes on to argue that even if the proposed measures are reasonably successful, considerable attention will still need to be paid to conventional technologies and, in particular, to the promotion of technologies that will benefit the poorest groups in the developing nations. Finally, the author looks in detail at technology policy in sub-Saharan Africa, a region which has profited least by new technologies such as email and the Internet.



## New Arrivals

*Title* Asian American politics / by Aoki & Takeda

*Imprint* Cambridge: Polity Press, c2008

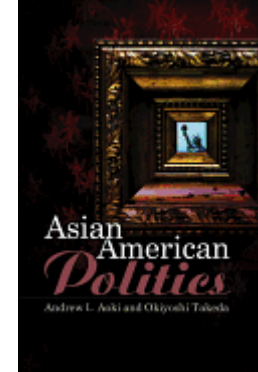
*Language* English

*Book Location* 323.04208995073 AOK-A

*Subject*

*Brief Introduction*

An examination of the theoretical and empirical interactions between globalization, technology and poverty. Jeffrey James studies the effect of information technology on patterns of globalization and explores how such patterns can be altered to reduce the growing global divide between rich and poor nations. The author first illustrates how the impact of information technology on globalization can be conceptualized in terms of transaction costs, product proliferation and mechanisms of cumulative causation. He finds that globalization tends to benefit a relatively small group of rich individuals, firms and countries. Consequently he suggests policy measures through which information technology can be used to lessen, rather than exacerbate, the digital divide. He goes on to argue that even if the proposed measures are reasonably successful, considerable attention will still need to be paid to conventional technologies and, in particular, to the promotion of technologies that will benefit the poorest groups in the developing nations. Finally, the author looks in detail at technology policy in sub-Saharan Africa, a region which has profited least by new technologies such as email and the Internet.



*Title* Globalization and the welfare state / by Mishra

*Imprint* Cheltenham: Edward Elgar, c1999

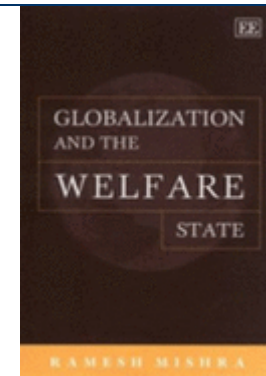
*Language* English

*Book Location* 361. 65 RAM - G

*Subject*

*Brief Introduction*

Globalization is a form of international neo-liberalism supported by the United States, world markets and organizations such as the IMF and OECD. This book considers its impact on full employment and the labour market, income distribution, taxation and social protection in developed capitalist countries. It argues that social standards have declined far more in English-speaking countries than in continental Europe and Japan, and that globalization is as much a political and ideological phenomenon as it is an economic one. In conclusion, it argues the case for a transnational approach to social policy to ensure that social standards rise in line with economic growth.



## New Arrivals

*Title* Complexity, endogenous money and macroeconomic theory /Edited by Setterfield

*Imprint* Cheltenham: Edward Elgar, c2006

*Language* English

*Book Location* 339. COM -

*Subject*

*Brief Introduction*

During a distinguished career, Basil Moore has made numerous important contributions to macroeconomics and monetary economics, and is renowned as the progenitor of the 'horizontalist' analysis of endogenous money. More recently, he has embraced complexity theory as part of an ongoing effort to understand macroeconomics as an evolving, path dependent process. This book celebrates and explores Basil Moore's interests in and contributions to monetary and macroeconomic theory. "Complexity, Endogenous Money and Macroeconomic Theory" features original essays by internationally acclaimed and expert authors. It comprises a selection of papers on five distinct but interrelated themes: economic concepts, tools and methodology; complexity, uncertainty and path dependence; the macroeconomics of endogenous money; the macroeconomics of exogenous interest rates; and unemployment, inflation and the determination of aggregate income. These papers combine to provide a comprehensive methodological and theoretical discussion of the macroeconomics of a monetary - production economy. The book will be of interest to professionals and research students in the fields of macroeconomics and monetary economics - especially those with an interest in the Post Keynesian approach to analyzing these fields, including the wide audience that has been reached by the contributions of Basil Moore himself.



## New Arrivals

*Title* North Korea in transition: prospects for economic and social reform / Edited by Yoon & Lau

*Imprint* Cheltenham: Edward Elgar, c2001

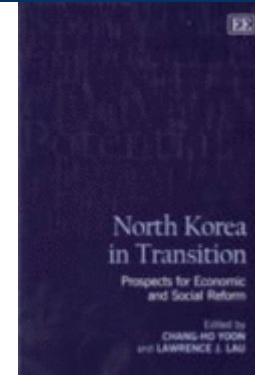
*Language* English

*Book Location* 338. 95193 NOR -

*Subject*

*Brief Introduction*

Political developments have created potentially favourable conditions for the expansion of trade and inflow of foreign investment to North Korea. This book addresses the issue of the development potential of the North Korean economy and the compatibility of economic reform with political stability.



## New Arrivals

*Title* Media, development, and institutional change / by Coyne & Leeson

*Imprint* Cheltenham: Edward Elgar, c2009

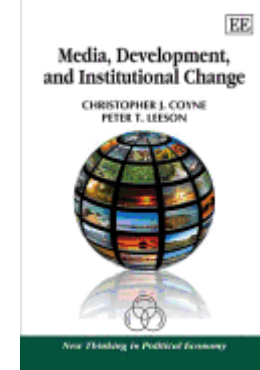
*Language* English

*Book Location* 339. 5 COY - M

*Subject*

*Brief Introduction*

"Media, Development, and Institutional Change" investigates mass media's profound ability to affect institutional change and economic development. The authors use the tools of economics to illuminate the media's role in enabling and inhibiting political-economic reforms that promote development. The book explores how media can constrain government, how governments manipulate media to entrench their power, and how private and public media ownership affects a country's ability to prosper. The authors identify specific media-related policies that governments of underdeveloped countries should adopt if they want to grow. They illustrate why media freedom is a critical ingredient in the recipe of economic development and why even the best-intentioned state involvement in media is more likely to slow prosperity than to enhance it. Scholars and students of economics, political science and sociology; policy-makers, analysts and others in the development community; and academics in media studies will find this book insightful and provocative.



## New Arrivals

*Title* Entrepreneurship, growth and public policy: prelude to a knowledge spillover theory of entrepreneurship / by ACS

*Imprint* Cheltenham: Edward Elgar, c2008

*Language* English

*Book Location* 338. 04 ACS - E

*Subject*

*Brief Introduction*

This book synthesizes Zoltan Acs' key contributions to the field of entrepreneurship. This invaluable selection of papers represents three decades of research that has resulted in an integrated and important contribution to understanding the evolution from managerial capitalism to an entrepreneurial society. The author explores how socio-economic transformation is placed within a larger context spanning two centuries of economic growth and development in a capitalist society. Zoltan Acs has introduced a radically different view of small firms and argues that entrepreneurs start new companies to deviate innovatively as agents of change creating entrepreneurial rents. Working at the intersection of geography, innovation and growth, these papers pave the way for the remodelling of economic society in the 21st century. One of the unique outcomes of this reconstruction of economic society is the need to focus attention on the links between entrepreneurship and philanthropy as the foundation of opportunity. This book spans close to 25 years of research, presenting collaborations with over a dozen leading international scholars across four disciplines. It represents a major contribution to the literature and to our understanding of the global economy and will be invaluable to those interested in entrepreneurship, political science and regional science and as well academics, graduate students and economists.





## New Arrivals

*Title* Agglomeration, technology and business groups / by Cainelli & Lacobucci

*Imprint* Cheltenham: Edward Elgar, c2007

*Language* English

*Book Location* 658. 4012 CAI - A

*Subject*

*Brief Introduction*

"Agglomeration, Technology and Business Groups" critically reviews the reasons for the creation of business groups and examines their main characteristics. The authors demonstrate that any useful investigation of the organization and strategies of firms needs to take the business group as the basic unit of analysis. This premise underpins their analysis of the impact of two structural variables - spatial agglomeration and technology - on firm strategy and organization. Via a new dataset on Italian business groups, specific insights into the formulation of diversification strategies, location choices made and variances in vertical integration are provided. Shedding new light on the influence of spatial agglomeration and technology on the organization of firms, this innovative book will be of great interest to academics, researchers and students focusing on industrial economics, the theory of the firm and/or spatial agglomeration.



## New Arrivals

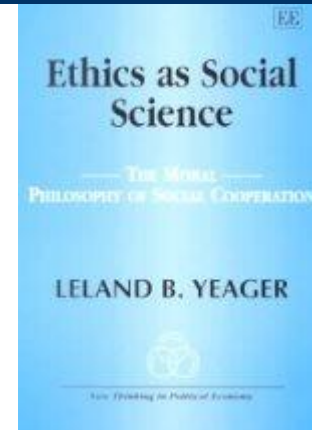
*Title* Ethics as social science: the moral philosophy of social cooperation / by Yeager

*Imprint* Cheltenham: Edward Elgar, c2001

*Language* English

*Book Location* 171. 5 YEA - E

*Subject*



### *Brief Introduction*

With this book, economist Leland B. Yeager grounds moral and political philosophy in the requirements of a well-functioning society, one whose members reap the gains from peaceful co-operation while pursuing their own diverse goals. The book explores the reasons an individual may have for helping to uphold such a society rather than seeking a free ride on the moral behaviour of others. A work in the tradition of Hume, Smith, Mill, von Mises, Hayek and Hazlitt, it expounds a rules or indirect version of utilitarianism. It reviews criticisms of utilitarianism in detail, as well as alternative grounds of ethics including contractarianism, rights-based doctrines, and appeals to specific intuitions. Yeager brings the insights of economics to bear on a field usually dominated by philosophers and theologians. Ethics comes across as a subject amply open to the findings of economics and the other social and natural sciences.

## New Arrivals

*Title* The European constitution: cases and materials in EU and member states's law / by Amato & Ziller

*Imprint* Cheltenham: Edward Elgar, c2007

*Language* English

*Book Location* 342. 24 AMA - E

*Subject*

*Brief Introduction*

This book offers a selection of materials that enable a better understanding of some of the most important changes that would be introduced by the Treaty establishing a Constitution for Europe in the EU legal and political system. It also helps to assess the need for the reforms embedded in the Constitutional Treaty as well as the quality of the formulations agreed upon by the signatory Member States. The book includes excerpts of the European Convention's work, selected statutory and constitutional provisions of the Member States, and also related passages from pertinent court decisions - from both European courts as well as Member States' constitutional courts. Institutional and doctrinal analysis and relevant excerpts from the Constitutional Treaty itself are also included. Many of these documents directly relate to the provisions of the Constitutional Treaty, while the others, although not directly related, are nevertheless relevant to the debate surrounding it. "The European Constitution", by two of the best experts on the Constitution for Europe, will be of great interest to researchers and teachers in the fields of European Law and European politics, and also to policy makers in European affairs.



## New Arrivals

*Title* Environmental protection in China: land use management / Edited by Bennett, Wang & Zhang

*Imprint* Cheltenham: Edward Elgar, c2008

*Language* English

*Book Location* 333. 730951 AMA -

*Subject*

*Brief Introduction*

Faced with intensified environmental degradation and decreased agricultural land productivity, the Chinese government has sought policy interventions to reverse both of these negative trends. Among the policy instruments is the Conversion of Cropland to Forest and Grassland Program (CCFGP) that aims to change the pattern of agricultural land use in 25 provinces and autonomous regions across China. This book provides the most comprehensive assessment of the CCFGP undertaken to date. It allows the consideration of fundamental questions pertaining to the sustainability of the land use changes brought about by the CCFGP, its cost effectiveness and the prospects for policy evolution. Contributions from a wide range of economists and scientists in the book provide policy makers in the Chinese government with relevant information with which to pursue more effectively agro-environmental goals. Providing an economic assessment of land use policy in China, this book will be of great interest to policymakers and government advisers in China, international donor agencies, and academics and students with an interest in land use policy and environmental and natural resource economics and management.



## New Arrivals

*Title* A cognitive theory of the firm: learning, governance and dynamic capabilities / by Nootboom

*Imprint* Cheltenham: Edward Elgar, c2009

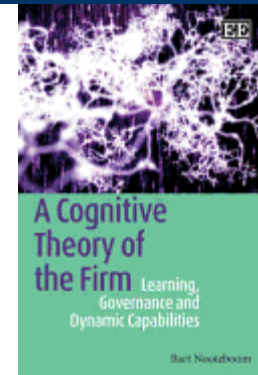
*Language* English

*Book Location* 658. 3124 NOO - C

*Subject*

*Brief Introduction*

In this important and timely book, Bart Nootboom develops and applies a social cognitive theory of firms and organizations with a focus on learning and innovation. Why explore a cognitive theory of the firm? This enlightening study explains that a cognitive theory of the firm is required in order to lend more substance and analysis to current vague and unconnected ad hoc notions in the literature - such as entrepreneurial vision, absorptive capacity, and variety and dispersion of knowledge. Bart Nootboom explores the notion of differential cognition, drawing together the work of Hayek, Schumpeter and Penrose, to shed light on the sources of innovation. This interdisciplinary book connects ideas from specific branches of economics, management and organization, cognitive science, social psychology and sociology and will be invaluable to students and scholars interested in a new way to view the firm.



## New Arrivals

*Title* Entrepreneurship in emerging regions around the world: theory, evidence and implications / Edited by Phan, Venkataraman & Velamuri

*Imprint* Cheltenham: Edward Elgar, c2008

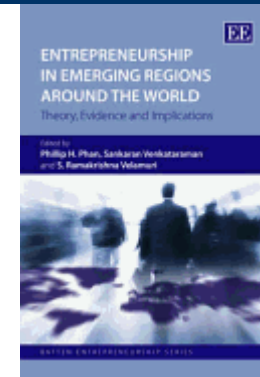
*Language* English

*Book Location* 338. 04091724 ENT-

*Subject*

*Brief Introduction*

The contributors to this original volume of theoretically grounded case studies of the entrepreneurial phenomenon look at the process of entrepreneurship in the emerging regions of India, China, Ireland, Eastern Europe, North and South America, and North and South-East Asia. The book's organization is designed to take the reader from a general framework for understanding the relationship between economic development and entrepreneurship to more specific examples of how entrepreneurs and their firms respond to the opportunity and threats that are dynamically evolving in such places. The case studies provide scholars with the opportunity to develop theoretically grounded research questions that will advance the field beyond what we already know from previous work in the contexts of the US and developed economies. The book represents the first serious attempt to suggest new theoretical frameworks for understanding the emergence of entrepreneurship in regions that do not have all of the classical prerequisites (such as financial and human capital, favourable geography, institutional infrastructures, and so on) predicted in extant development models. Scholars and graduate students in business, economic development, and regional studies; policymakers in economic development, technology transfer, and financial markets; and journalists following business and development issues in emerging regions will all find this book an important step forward in our knowledge of entrepreneurship.



## New Arrivals

*Title* The structural foundations of international finance: problems of growth and stability  
/ Edited by Padoan, Brenton & Boyd

*Imprint* Cheltenham: Edward Elgar, c2003

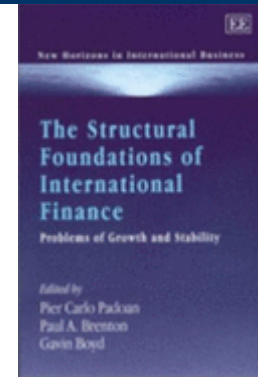
*Language* English

*Book Location* 332. 042 STR-

*Subject*

*Brief Introduction*

The principal message of this book is that international financial enterprises must be re-oriented towards funding productive activities rather than potentially destabilizing speculation. The effects of financial sector operations are addressed with serious warnings that the dangers of speculative destabilization are increasing as regulatory and market discipline gradually weakens. This work examines the ways in which national economies, especially those of industrialized countries, are affected by the operations of international financial markets. Although these markets provide productive funding, there is also much speculative trading in stocks and currencies which can cause booms, slumps and hinder recovery. The authors advocate entrepreneurial co-ordination by productive enterprises for balanced and stable growth, with reduced risks of financial crises and recessions.



## New Arrivals

*Title* Strategic affiliate marketing / by Goldschmidt, Junghagen & Harris

*Imprint* Cheltenham: Edward Elgar, c2003

*Language* English

*Book Location* 658. 84 GOL- S

*Subject*

*Brief Introduction*

Even though it can be argued that affiliate marketing is an old phenomenon, in a rapidly changing online business environment, it is still a new and developing business area. This highly topical book contains a thorough analysis of affiliate marketing, including theoretical and practical considerations. Strategic Affiliate Marketing acts as a unique guide for both practitioners and academics on how to approach affiliate marketing. The authors explain the core values as well as challenging and combining established marketing theories in the light of new online marketing activities, taking into account the characteristics of the Internet and interactions among various participants and agents. Rather than arguing the rights and wrongs in absolute terms, this book presents a strategy for engaging in affiliate marketing. The authors also examine what considerations should be taken into account before doing so, as well as investigating how to optimise resources once fully active in this area. This fascinating book focuses on how to build long term relationships with online partners, while gaining value and optimising resources. As such, it will be of special interest to academics and students of management, marketing and business. Online advertisers and online media will also find this a valuable tool with which to understand the potential of their online return of investment.





## New Arrivals

*Title* Handbook on international trade policy / Edited by Kerr & Gaisford

*Imprint* Cheltenham: Edward Elgar, c2007

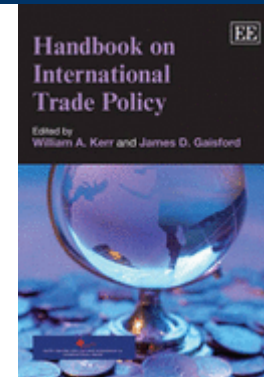
*Language* English

*Book Location* 382. 3 HAN-

*Subject*

*Brief Introduction*

"The Handbook on International Trade Policy" is an insightful and comprehensive reference tool focusing on trade policy issues in the era of globalization. Each specially commissioned chapter deals with important international trade issues, discusses the current literature on the subject, and explores major controversies. The Handbook also directs the interested reader to further sources of information. The expert contributors cover both traditional and more current concerns including: history of thought on trade policy; the development of multilateral organizations such as the World Trade Organization; border restrictions and subsidies; regional trade agreements; trade and the environment; animal, plant and food safety measures; and, international protection of intellectual property and sanctions. Presenting a broad and state-of-the-art perspective on the topic, this highly accessible Handbook will prove an invaluable resource to researchers, academics, policymakers and practitioners concerned with international trade policy.



## New Arrivals

*Title* Counselling skills and theory, 4<sup>th</sup> ed. / by Hough

*Imprint* London: Hodder Education, c2014

*Language* English

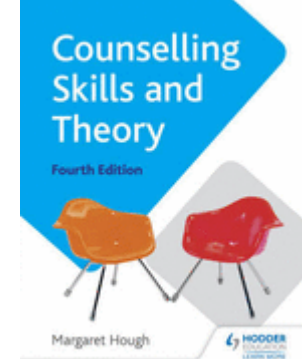
*Book Location* 361. 06 HOU- C

*Subject*

*Brief Introduction*

Trust this bestselling resource to provide you with the clearest introduction to the major approaches in counselling. Written by expert counsellor and bestselling author Margaret Hough, this textbook provides the clearest overview and introduction to the subject. It covers the major approaches to the field, how they interrelate and how you can put them into practice. Suitable for a wide range of qualifications from Foundation courses to Higher Education, it will help you to understand the nature of counselling, the skills you will need to develop and how to overcome the challenges you might face in this rewarding profession. This new edition, now in full colour, provides up-to-date research on topics such as ethics in counselling and the importance of both supervision and person-centred care in residential and hospital settings.

- Navigate your way easily with the book's clear language and structure
- Translate theory into practice with realistic case studies, exercises and other useful features
- Develop your knowledge with extended coverage of cognitive behavioural therapy, Brief therapy and online counselling
- Further your understanding with expanded coverage of working with younger clients, counselling for trauma and disaster and psychodynamic theories.



*Title* Web GIS: principles and applications / by Fu & Sun

*Imprint* California: Esri Press, c2011

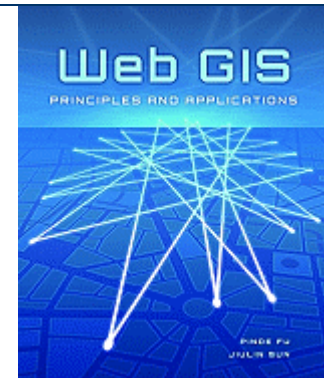
*Language* English

*Book Location* 910. 2854678 FUW-

*Subject*

*Brief Introduction*

"Web GIS: Principles and Applications" presents a thorough overview of the origins and developments in this emerging platform. This book offers a balance of principles, concepts, and techniques to provide readers with an understanding of how Web GIS can revolutionize the way GIS functions.



## New Arrivals

*Title* The ESRI guide to GIS analysis volume 2: spatial measurements and statistics / by Mitchell

*Imprint* California: Esri Press, c2005

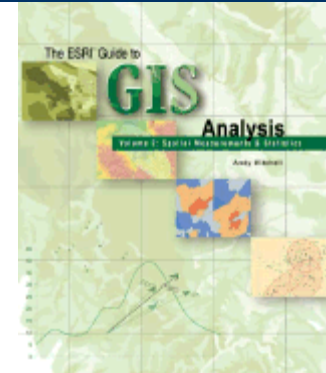
*Language* English

*Book Location* 910. 285 MIT- E

*Subject*

*Brief Introduction*

As the tools available through commercial GIS software have grown in sophistication, a need has emerged to instruct users on the best practices of true GIS analysis. In this sequel to the best-selling "The ESRI Guide to GIS Analysis, Volume 1", author Andy Mitchell delves into the more advanced realm of spatial measurements and statistics. The premise of "The ESRI Guide to GIS Analysis, Volume 2", targets GIS technology as having been well used as a display and visualization medium but not so widely used as an implement for real analysis. Covering topics that range from identifying patterns and clusters to analyzing geographic relationships, this book is a valuable resource for GIS users performing complex analysis.



## New Arrivals

*Title* An introduction to the economic theory of market behavior: microeconomic from a walrasian perspective / by Katzner

*Imprint* Cheltenham: Edward Elgar, c2006

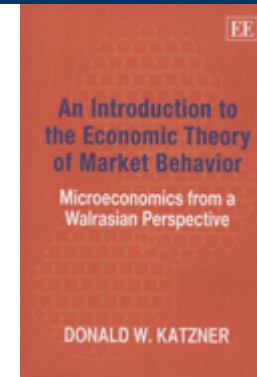
*Language* English

*Book Location* 338. 5 KAT- 1

*Subject*

*Brief Introduction*

In this carefully articulated investigation of the Walrasian general equilibrium model, the author sets forth one perception or explanation of how the microeconomy might operate. The focus is primarily on the behavior of individual consumers, firms and markets under perfectly competitive conditions and on the simultaneous interactions that occur among them. Central to his argument is that all of these elements fit together to form a unified whole for a complete, consistent, and cohesive picture of the perfectly competitive microeconomy. This book provides substantial discussion of the model's methodological background; returns to scale; the transformation surface and the fixed-factor-supply economy; existence, uniqueness, and stability of equilibria; the dynamics of market adjustments; methodological individualism and the theory of price determination; imperfectly competitive markets; welfare economics; and, the role of money capital in the operation of the firm. The author suggests that the abandonment of general equilibrium theory by microeconomists is a mistake, and that it is too soon to give up on the possibility of constructing an adequate analysis of uniqueness, global stability, and price determination. Students and scholars of economics will find much of interest in this thorough exploration of the operation of the microeconomy.



## New Arrivals

*Title* The Chinese cinema book / Edited by Lim & Ward

*Imprint* London: Palgrave MacMillan, c2011

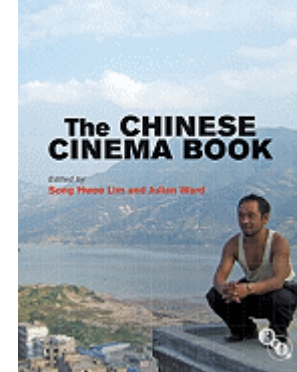
*Language* English

*Book Location* 791. 430954 CHI -

*Subject*

*Brief Introduction*

"The Chinese Cinema Book" provides an essential guide to the cinemas of the People's Republic of China, Hong Kong, Taiwan and the Chinese diaspora, from early cinema to the present day. With contributions from leading international scholars, the book is structured around five thematic sections: Territories, Trajectories, Historiographies; Early Cinema to 1949; The Forgotten Period: 1949-80; The New Waves; and Stars, Auteurs and Genres. This important collection addresses issues of film production and exhibition and places Chinese cinema in its national and transnational contexts. Individual chapters examine major film movements such as the Shanghai cinema of the 1930s, Fifth Generation filmmakers and the Hong Kong New Wave, as well as key issues such as stars and auteurs. The book will be an invaluable resource for students and scholars, as well as for anyone wanting to deepen their understanding of the cinemas of Greater China.



*Title* Media of reason: a theory of rationality / by Vogel

*Imprint* New York: Columbia University Press, c2012

*Language* English

*Book Location* 128. 33 VOG - M

*Subject*

*Brief Introduction*

Matthias Vogel challenges the belief, dominant in contemporary philosophy, that reason is determined solely by our discursive, linguistic abilities as communicative beings. In his view, the medium of language is not the only force of reason. Music, art, and other nonlinguistic forms of communication and understanding are also significant. Introducing an expansive theory of mind that accounts for highly sophisticated, penetrative media, Vogel advances a novel conception of rationality while freeing philosophy from its exclusive attachment to linguistics. Vogel's media of reason treats all kinds of understanding and thought, propositional and nonpropositional, as important to the processes and production of knowledge and thinking. By developing an account of rationality grounded in a new conception of media, he raises the profile of the prelinguistic and nonlinguistic dimensions of rationality and advances the Enlightenment project, buffering it against the postmodern critique that the movement fails to appreciate aesthetic experience. Guided by the work of Jürgen Habermas, Donald Davidson, and a range of media theorists, including Marshall McLuhan, Vogel rebuilds, if he does not remake, the relationship among various forms of media--books, movies, newspapers, the Internet, and television--while offering an original and exciting contribution to media theory.

